

PRIMROSE

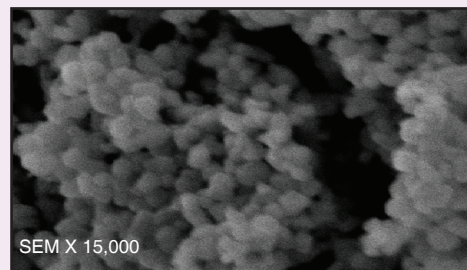
Silica-Coated Pigments

- Soft Focus Effect
- Wet and Dry Color Fidelity
- Excellent Dispersibility in Water
- Good Acid Resistance
- Easy to Use - No Pulverizing Required for Liquid Systems



GENERAL INFORMATION

Primrose silica coated pigments are hydrophilic pigments that are ideal for O/W and water-rich systems. The silica coating, with a refractive index similar to human skin, provides a soft focus effect by increasing diffuse reflection. As the trend towards O/W systems continues, Primrose pigments help overcome some of the typical drawbacks of O/W systems such as gritty feel, weak color development, and wet/dry color stability. In turn, chemists will be able to formulate systems with the “fresh” watery feel of O/W systems with the added benefit of soft focus color pigments.

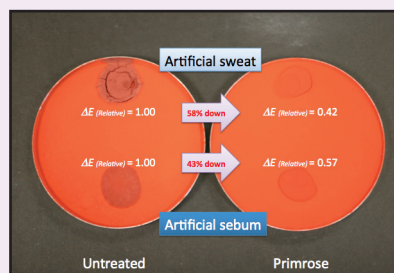


Primrose SEM picture

LINEUP

	Silica	Iron Oxides	Titanium Dioxide
PRIMROSE-TRI-77891	14.65%	-	85.35%
PRIMROSE-YELLOW	14.65%	85.35%	-
PRIMROSE-RED	12.05%	87.95%	-
PRIMROSE-BLACK	10.25%	89.75%	-

WET & DRY COLOR STABILITY



Primrose colors, when compared to untreated pigments, do not significantly change color when exposed to artificial sweat or sebum. After makeup is applied, the color may dull or change shade over time due to oil from the skin or sweating. Primrose pigments will reduce these effects.

SOFT FOCUS EFFECT

Untreated Titanium Dioxide	Silica Coated Titanium Dioxide
Reflection is Specific	Reflection is Diffused
TiO ₂ has very strong specular reflection and very weak diffuse reflection	SOFT FOCUS
	1. Increases diffuse reflection 2. Has refractive index similar to human skin

Surface Treatment	Chemical composition	Description	Main Benefits	Oil type Affinity	Typical Applications
PRIMROSE	Silica	Hydrophilic	Soft-Focus pigments, Very easy to disperse in water. Reduce color difference between bulk and application on skin	Water	 Foundation Natural origin

PRIMROSE

Silica-Coated Pigments

PRIMROSE Mousse Makeup

UMM0004

A water based makeup, with a soft bouncy texture, natural coverage and smooth feel.



TRADE NAME	INCI	FUNCTION	SUPPLIER	%
A Water	Water	-	-	66.93
Ougon Liquid B	Scutellaria Baicalensis Root Extract	Active	Ichimaru Pharcos/Miyoshi America	1.00
PRIMROSE-RED	Iron Oxides (and) Silica	Pigment	Miyoshi America	0.18
PRIMROSE-YELLOW	Iron Oxides (and) Silica	Pigment	Miyoshi America	1.06
PRIMROSE-BLACK	Iron Oxides (and) Silica	Pigment	Miyoshi America	0.16
PRIMROSE-TRI-77891	Titanium Dioxide (and) Silica	Pigment	Miyoshi America	5.55
Excel Mica JP-M	Mica (and) Aluminum Hydroxide	Talc and Filler (Soft Focus)	Miyoshi America	2.36
B ACT96-J68	Talc (and) Aluminum Dimyristate (and) Triethoxycaprylylsilane (and) Disodium Stearoyl Glutamate	Stabilizer	Miyoshi America	2.64
RonaFlair® ESQ	Bismuth Oxchloride	Texture Modifier	EMD Performance Materials / Rona	2.36
Orgasol® 2002 D NAT COS	Nylon-12	Texture Modifier	Arkema Orgasol	1.11
RonaFlair® Boroneige SF-6	Boron Nitride	Texture Modifier	EMD Performance Materials / Rona	5.50
C DOWSIL™ 2501 Cosmetic Wax	Bis-PEG-18 Methyl Ether Dimethyl	Emollient	Dow Chemical Home and Personal Care	2.50
Trivent™ PE-48	Pentaerythrityl Tetraoctanoate	Emollient	ALZO International Inc.	0.95
Bronidox® 1160	Phenoxyethanol	Preservative	BASF Care Creations	1.00
D Fitoderm®	Squalane	Emollient	BASF Latin America Charkit Chemical Company	2.00
Meadowfoam Seed Oil™	Limnanthes Alba (Meadowfoam) Seed Oil	Emollient	Charkit Chemical Company	2.45
E ACULYN™ RM 2051 Thickening Agent	Sodium Polyacrylate (and) Dimethicone (and) Cyclopentasiloxane (and) Trideceth-6 (and) PEG/ PPG-18/18 Dimethicone	Viscosity Modifier	Dow Chemical Home and Personal Care	2.25

PROCEDURE: Begin heating Phase C in a beaker to about 55 to 60 °C. Blend Phase B in a blender for 1 minute on high. Once melted and uniform, add Phase C to Phase B and blend in a blender for 1½ minutes. Add Phase A to a beaker and begin mixing with a propeller mixer @ 500 rpm. Add Phase B & C to Phase A. Continue mixing for 5 minutes. Add Phase D to A, B, & C in the beaker. The makeup will become very thick almost instantly. Scrape sides of the beaker and help mixing along with a spatula. Continue mixing for 1 to 2 minutes. Fill into airtight containers.

Primrose Cream to Powder Stick Concealer

UCF0003

A soft, non-heavy cream to powder concealer that blurs fine lines and blends nicely with makeup.



TRADE NAME	INCI	FUNCTION	SUPPLIER	%
KAK 99	Isononyl Isononanoate	Emollient	Miyoshi America	15.46
PELEMOL® I-1816	Isopropyl Palmitate	Emollient	Phoenix Chemical, Inc.	6.00
Trivent OC-G	Tricaprylin	Emollient	ALZO International Inc.	16.46
DOWSIL™ 9040 Silicone Elastomer Blend	Cyclopentasiloxane (and) Petrolatum (and) Dimethicone Crosspolymer	Emollient	Dow Chemical Home and Personal Care	4.15
A Permalene® 400	Polyethylene	Stabilizer	New Phase Technologies	9.00
Microcrystalline 170/180	Microcrystalline Wax	Stabilizer	Koster Keunen	3.50
PEG-12 Carnauba Wax	PEG-12 Caranauba	Stabilizer	Koster Keunen	1.50
Enhans SB-63	Bis-PEG-12 Dimethicone Beeswax	Stabilizer	Koster Keunen	1.50
Neolight 100P	Isodecyl Neopentanoate	Emollient	Miyoshi America	13.45
PRIMROSE-TRI-77891	Titanium Dioxide (and) Silica	Pigment	Miyoshi America	14.32
PRIMROSE-RED	Iron Oxides (and) Silica	Pigment	Miyoshi America	0.55
PRIMROSE-YELLOW	Iron Oxides (and) Silica	Pigment	Miyoshi America	2.64
PRIMROSE-BLACK	Iron Oxides (and) Silica	Pigment	Miyoshi America	0.34
B Excel® Mica JP-M	Mica (and) Aluminum Hydroxide	Filler (Soft Focus)	Miyoshi America	0.59
SXI-5	Mica (and) Silica (and) Dimethicone	Filler	Miyoshi America	1.34
Technopolymer™ PMMA MBX-8C	Polymethylmethacrylate	Texture modifier	Sekisui Plastics	1.63
Dry-Flo® TS	Tapioca Starch	Texture modifier	Nouryon	1.85
SA-SB-300 (7%)	Silica (and) Dimethicone	Texture modifier	Miyoshi America	2.03
Orgasol® 2002D NAT COS	Nylon 12	Texture modifier	Arkema Orgasol	3.69

PROCEDURE: Weigh Phase B in a beaker with Eutanol G and Haimalate DIS. Begin homogenizing for about 25 minutes @ 4500 rpm. Then add Phase A to a beaker and begin mixing @ 500 rpm with a propeller mixer while heating to 85 to 95°C. Once mixture is clear (about 15 minutes), add Phase B to Phase A. Continue mixing at 500 rpm for an additional 10 to 15 minutes. Remove from heat and pour into lipstick mold. Once solidified, place in a freezer for about 15 minutes. Allow lipstick to rest for about 5 minutes, then remove from mold and package.

Primrose Gel Lipstick w/Rheopearl - Petal

ULS0014


A light textured, gel lipstick with a soft silky feel that provides a wet and shiny look to your lips.



TRADE NAME	INCI	FUNCTION	SUPPLIER	%
Eutanol® G	Octyldodecanol	Emollient	BASF Care Creations	29.31
Meadowfoam Seed Oil™	Limnanthes Alba (Meadowfoam) Seed Oil	Emollient	Charkit Chemical Company	6.44
Permalene® M 90 Wax	Synthetic Wax	Stabilizer	New Phase Technologies	10.00
Gelatinization Agent EB-21	Dibutyl Ethylhexanoyl Glutamide	Viscosity Modifier	Ajinomoto Health & Nutrition North America, Inc.	1.50
Parsol® MCX	Ethylhexyl Methoxycinnamate	Active (UV)	DSM Nutritional Products, LLC	1.00
A Rheopearl ISL2	Stearoyl Inulin	Viscosity Modifier	Miyoshi America	3.50
Floraesters® 30	Joboba Esters	Emollient	Floratech	1.10
N.F. White Beeswax	White Beeswax	Stabilizer	Koster Keunen, Inc.	3.00
White Ozokerite Wax SP-1021P	Ozokerite	Stabilizer	Strahl & Pitsch, Inc.	2.00
SOFTISAN® 649	Bis-Diglyceryl Polyacryladipate-2	Emollient	IOI Oleo GmbH	6.21
Haimalate DIS	Diisostearyl Malate	Emollient	Miyoshi America	17.56
DOWSIL™ 9046 Silicone Elastomer Blend	Cyclopentasiloxane (and) Petrolatum (and) Dimethicone Crosspolymer	Emollient	Dow Chemical - Home and Personal Care	1.38
SunCROMA® D&C Red 7 CA Lake	D&C Red 7 CA Lake	Organic Pigment	Sun Chemical	2.47
SunCROMA® D&C Red 27 AL Lake	D&C Red 27 AL Lake	Organic Pigment	Sun Chemical	2.30
SunCROMA® D&C Red 6 BA Lake	D&C Red 6 BA Lake	Organic Pigment	Sun Chemical	0.13
Technopolymer™ PMMA MBX-8C	Polymethylmethacrylate	Texture Modifier	Sekisui Plastics	1.25
B SAT-MV-77742	Manganese Violet (and) Dimethicone	Pigment	Miyoshi America	2.10
MiyoSYN Fine-SA	Synthetic Fluorophlogopite (and) Dimethicone	Filler	Miyoshi America	2.21
SA-SB-300 (7%)	Silica (and) Dimethicone	Texture Modifier	Miyoshi America	0.55
PRIMROSE-RED	Iron Oxides (and) Silica	Pigment	Miyoshi America	1.07
PRIMROSE-YELLOW	Iron Oxides (and) Silica	Pigment	Miyoshi America	3.39
PRIMROSE-BLACK	Iron Oxides (and) Silica	Pigment	Miyoshi America	0.85
PRIMROSE-TRI-77891	Titanium Dioxide (and) Silica	Pigment	Miyoshi America	0.68

PROCEDURE: Weigh Phase B in a beaker with Eutanol G and Haimalate DIS. Begin homogenizing for about 25 minutes @ 4500 rpm. Then add Phase A to a beaker and begin mixing @ 500 rpm with a propeller mixer while heating to 85 to 95°C. Once mixture is clear (about 15 minutes), add Phase B to Phase A. Continue mixing at 500 rpm for an additional 10 to 15 minutes. Remove from heat and pour into lipstick mold. Once solidified, place in a freezer for about 15 minutes. Allow lipstick to rest for about 5 minutes, then remove from mold and package.

 Soft Focus Effect

 Wet & Dry Color Fidelity

 Easily Dispersed in Water

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